



city of CREVE COEUR

300 North New Ballas Road • Creve Coeur, Missouri 63141
(314) 432-6000 • Fax (314) 872-2539 • Relay MO 1-800-735-2966

www.creve-coeur.org

NOTICE OF PUBLIC HEARING

APPLICATION TO PLANNING AND ZONING COMMISSION #20-011: AN AMENDMENT TO THE MASTER SIGN PLAN FOR THE DONALD DANFORTH PLANT SCIENCE CENTER

FOR THE PLANNING AND ZONING COMMISSION MEETING OF: Monday, May 4, 2020, at 6:30 PM.

LOCATION: 975 N. Warson Road, zoned RO-Research Office

REQUEST: Lawrence Chapman, of Edge@BRDG LLC c/o Seneca CRE, on behalf of Donald Danforth Plant Science Center located at 975 N. Warson Road, has submitted an application for an amendment to the master sign plan for the entire Donald Danforth Plant Science Center Campus. The request will allow for new building signage, and modify the monument sign along N. Warson Road, as well as additional directional signs throughout the campus to accommodate the new building under construction, signage for BRDG Park Building, and a future Phase III building. Section 405.955 Master Signage Plans provides that as an alternative to what would otherwise be allowed, signs may be permitted in accordance with a Comprehensive Plan of signage for planned developments and large campus development of contiguous multi-acre areas, not separated by major highways or public right-of-ways subject to the recommendation of the Planning and Zoning Commission and approval of the City Council.

ADDITIONAL INFORMATION: The Planning and Zoning Commission is scheduled to review and make a recommendation to City Council on the proposal on Monday, May 4, 2020. Meetings are held at 6:30 P.M., in the Council Chambers of the Creve Coeur Government Center located at 300 North New Ballas Road. Additional information is available at the Government Center, Planning Division offices and available on the City's website at www.creve-coeur.org under the Current Planning Projects page.

Due to the pandemic emergency, Planning and Zoning Commission and City Council meetings will be livestreamed and public attendance may be limited in order to follow social distancing guidelines from St. Louis County public health officials. For the most up-to-date meeting information procedures, please refer to the City's website at www.crevecoeurmo.gov. We encourage you to attend if you have any questions or wish to make a statement. In addition, you can submit written or e-mail comments in advance or at the meeting. For information about this proposal or to verify the meeting schedule, or for updated meeting procedures, please visit the City's website. You may also call (314) 872-2501 or e-mail wkelly@crevecoeurmo.gov.

APPLICANT: Lawrence R. Chapman, Edge @BRDG LLC c/o Seneca CRE
1401 S. Brentwood Blvd, Suite 625
St. Louis, MO 64144

Key Issues:

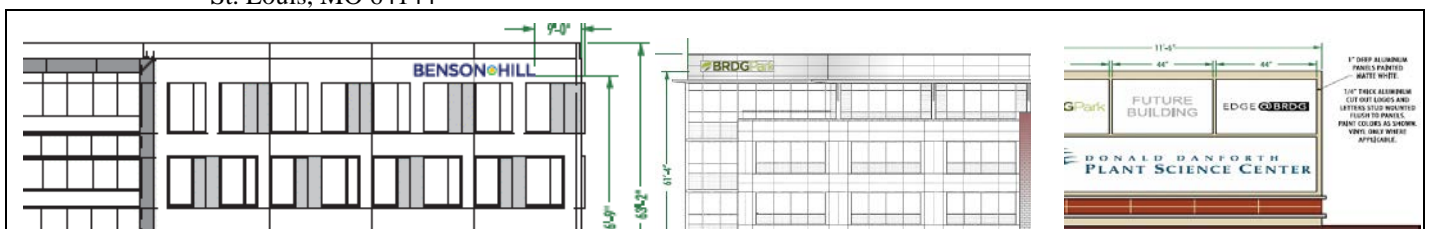
- Does the request integrate with the existing surrounding uses?
- Does the request further or implement the goals of the Comprehensive Plan?

Comprehensive Plan References

- Mixed-Use Innovation Campus District
- 39 North Master Plan

Zoning Code References

- Section 405.330 "RO" Research and Office Park District
- Section 405.950: Signs in Non-Residential Districts
- Section 1080: Site Concept, Site Development and Minor Site Plan Approval.

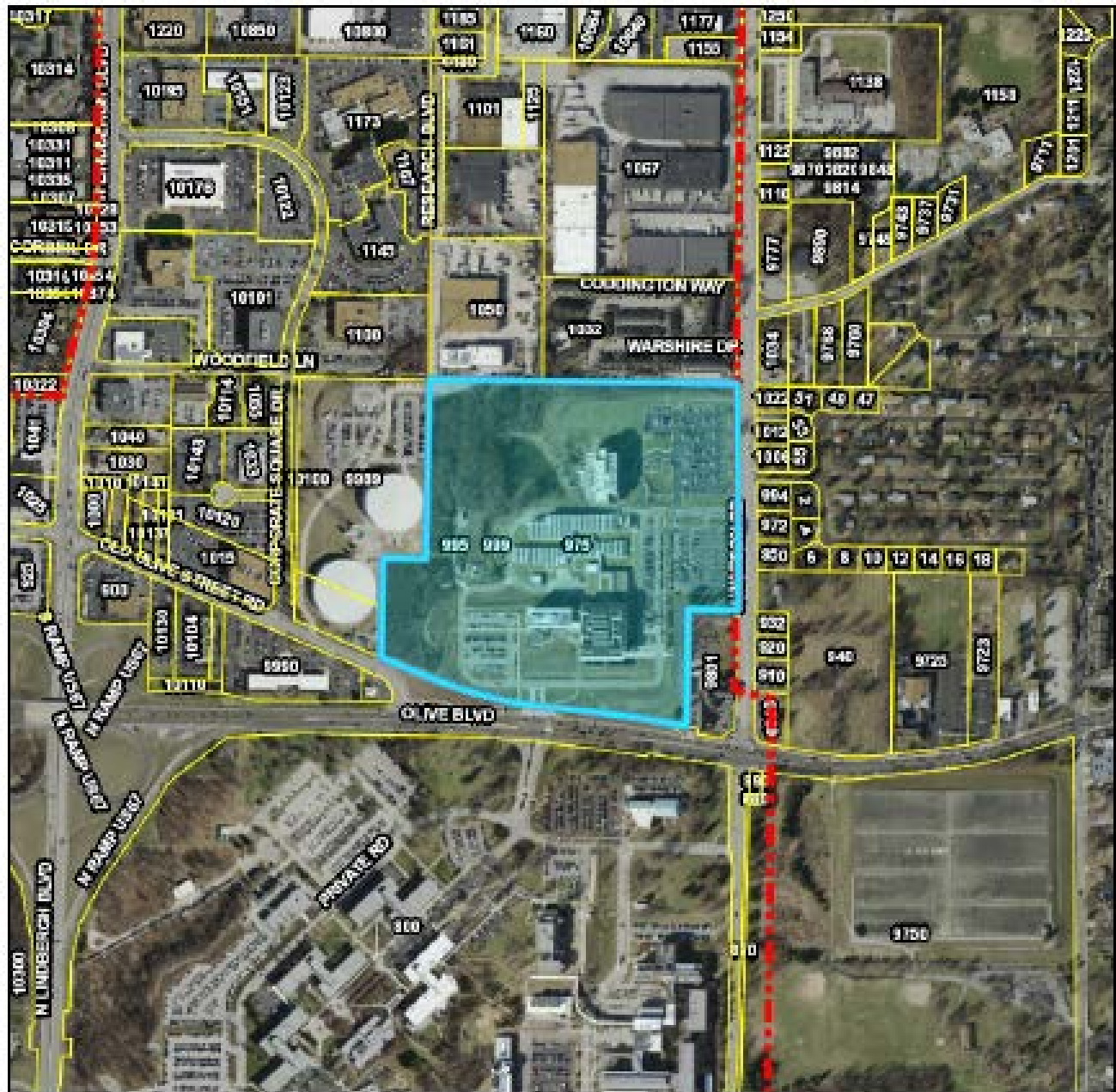


STAFF CONTACT: Whitney Kelly, AICP, City Planner

CC: Heather Silverman and Alexis Travers, Ward I

AERIAL PHOTO

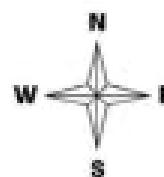
Danforth Plant Science Center



City Limits

Parcels

April 14, 2020



Prepared By HORNER SHAFER

Donald Danforth Plant Science Center
Amended Signage Master Plan

April 2020

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8. Signage Narrative

PLAN KEY

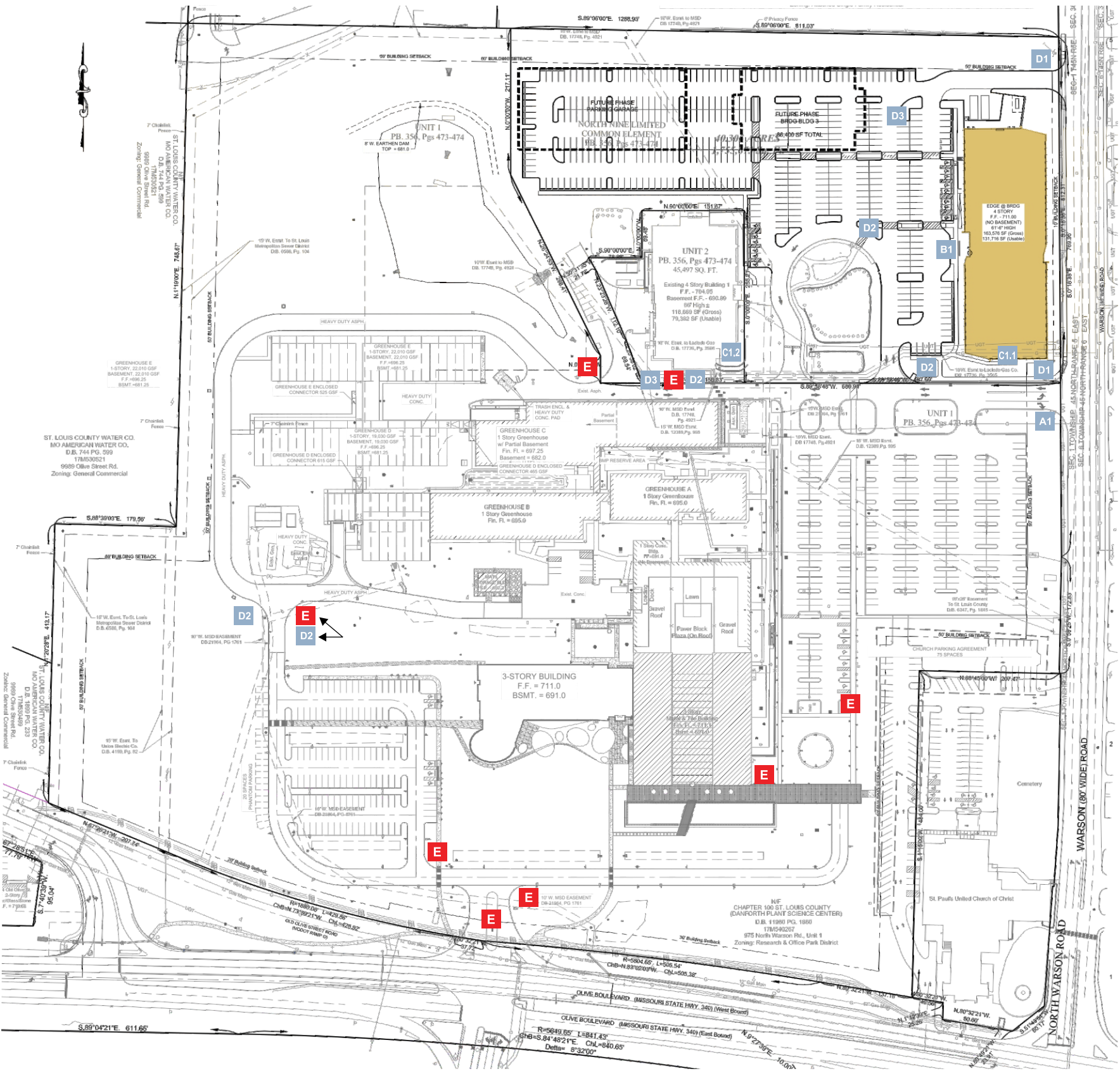
E EXISTING SIGNAGE

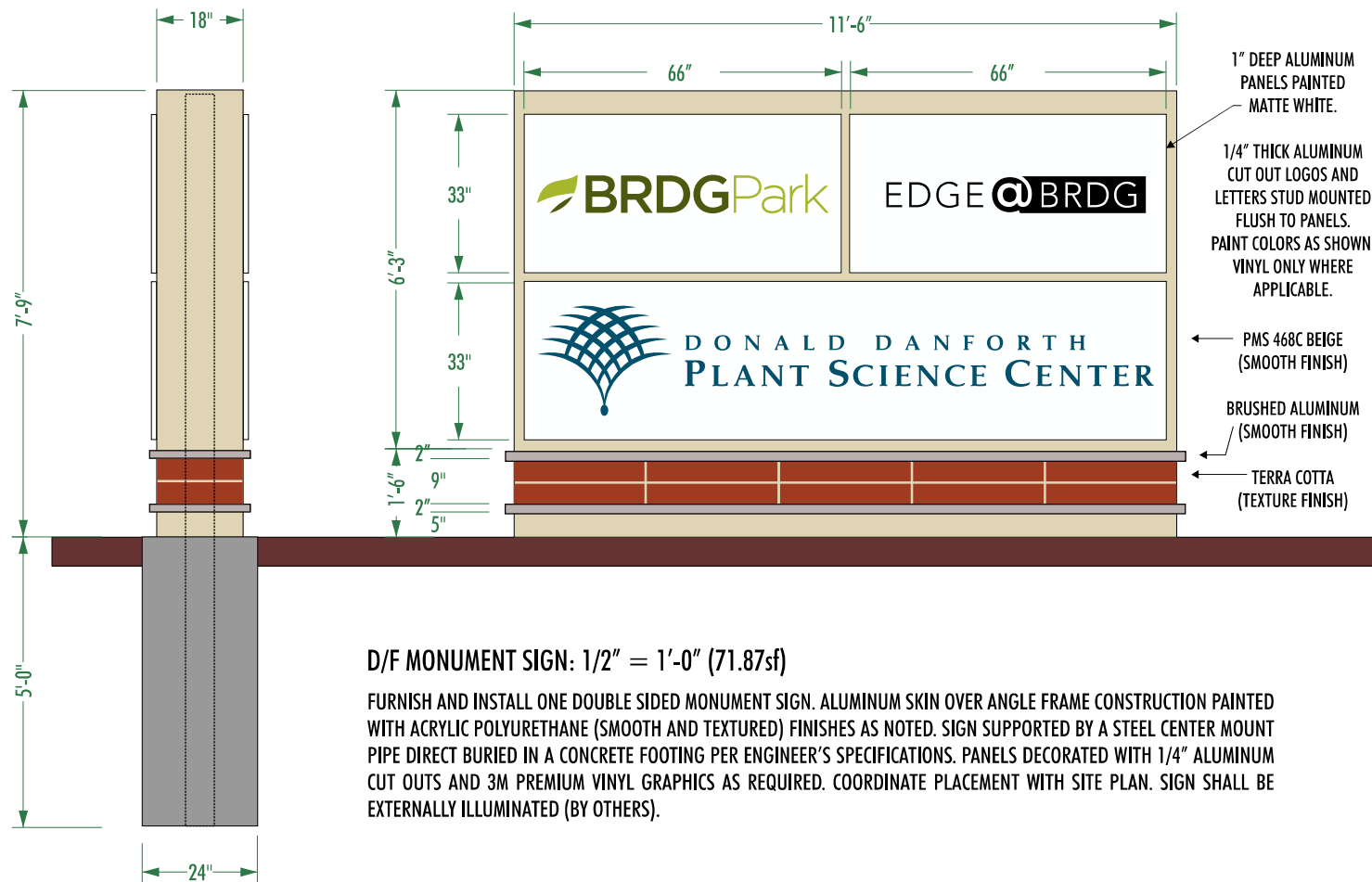
PROPOSED SIGNAGE

- A1** MONUMENT
- B1** BUILDING IDENTIFICATION (GROUND LEVEL)
- C1** WALL SIGN: BUILDING ID or TENANT

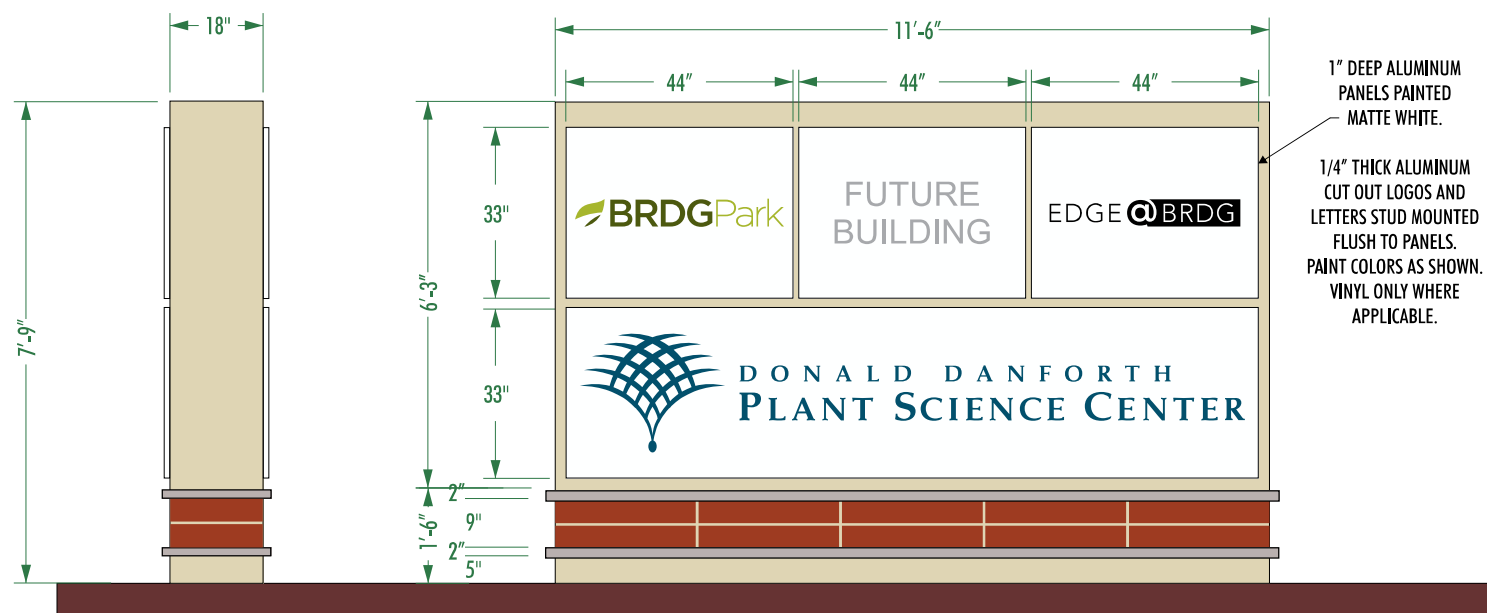
DIRECTIONAL SIGNAGE

- D1** LARGE ENTRY
- D2** MEDIUM
- D3** SMALL



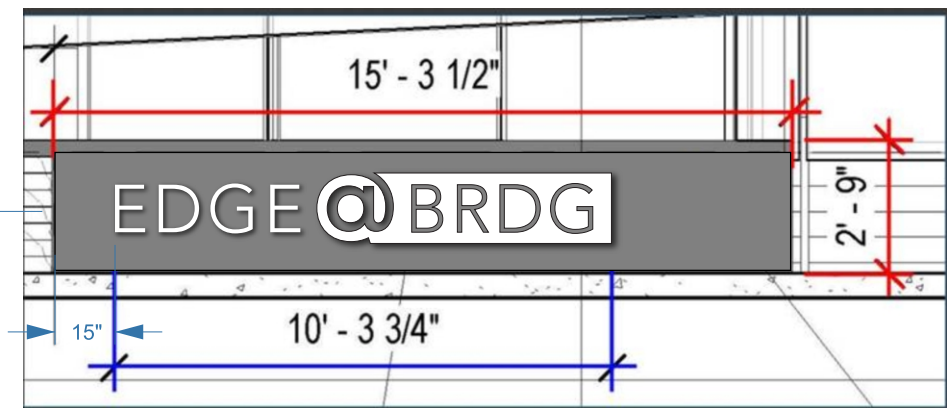
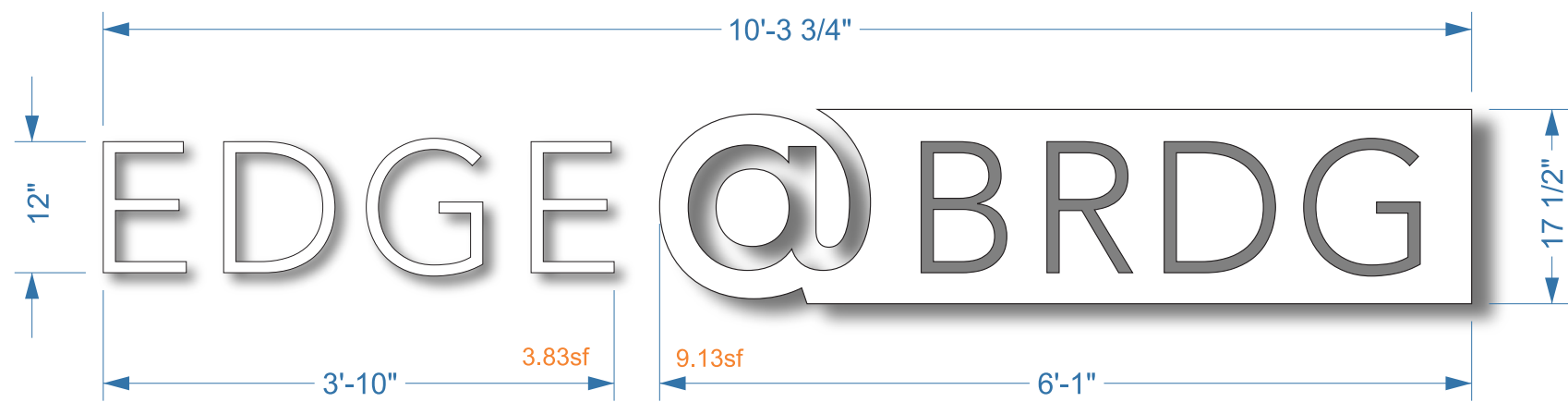


A1 Future Tenant Added



D/F MONUMENT SIGN: 1/2" = 1'-0" (71.87sf)

REMOVE TOP (2) TENANT PANELS AND REPLACE WITH 3 TENANT PANELS AS NOTED ABOVE. FUTURE BUILDING TENANT TO BE DETERMINED.



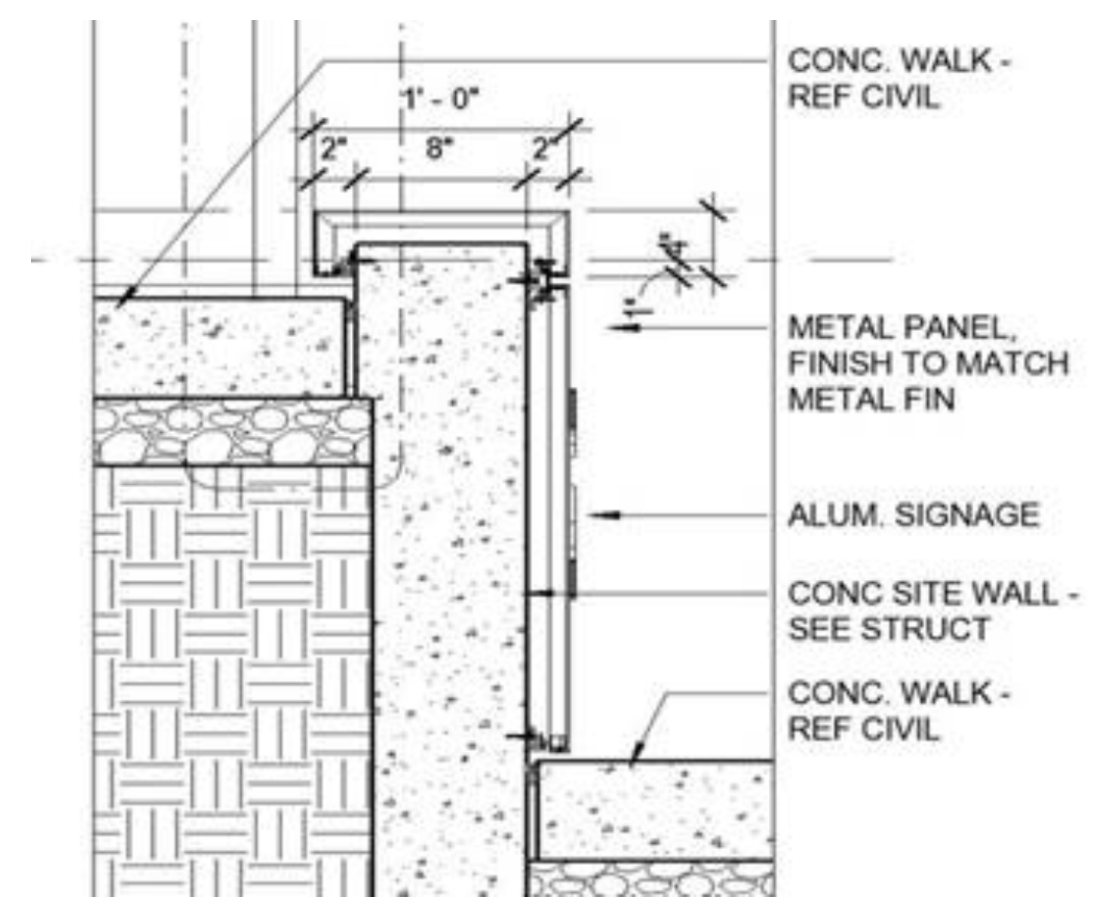
WALL ELEVATION: 1/4" = 1'-0"

LETTER ELEVATION: 3/4" = 1'-0" (12.96sf)

FABRICATE AND INSTALL ONE SET OF 1/4" THICK ALUMINUM CUT OUT LETTERS PAINTED WHITE AND STUD MOUNTED FLUSH TO EXISTING METAL WALL PANEL. ALL PENETRATIONS SHALL BE INJECTED WITH SILICONE SEALANT AS REQUIRED.



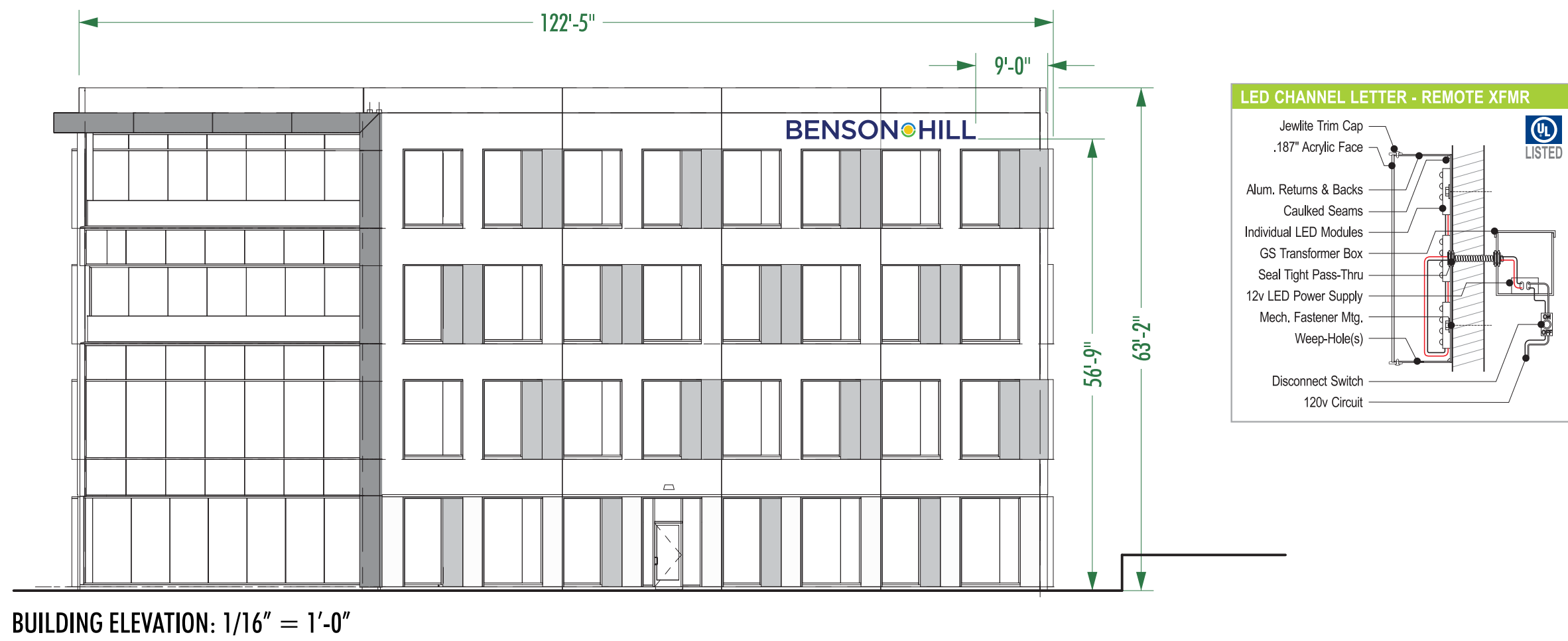
CONCEPTUAL VIEW OF SIGN/PLACEMENT





C1.1 SIGN ELEVATION: 3/8" = 1'-0" (59.37sf) 60sf Permitted

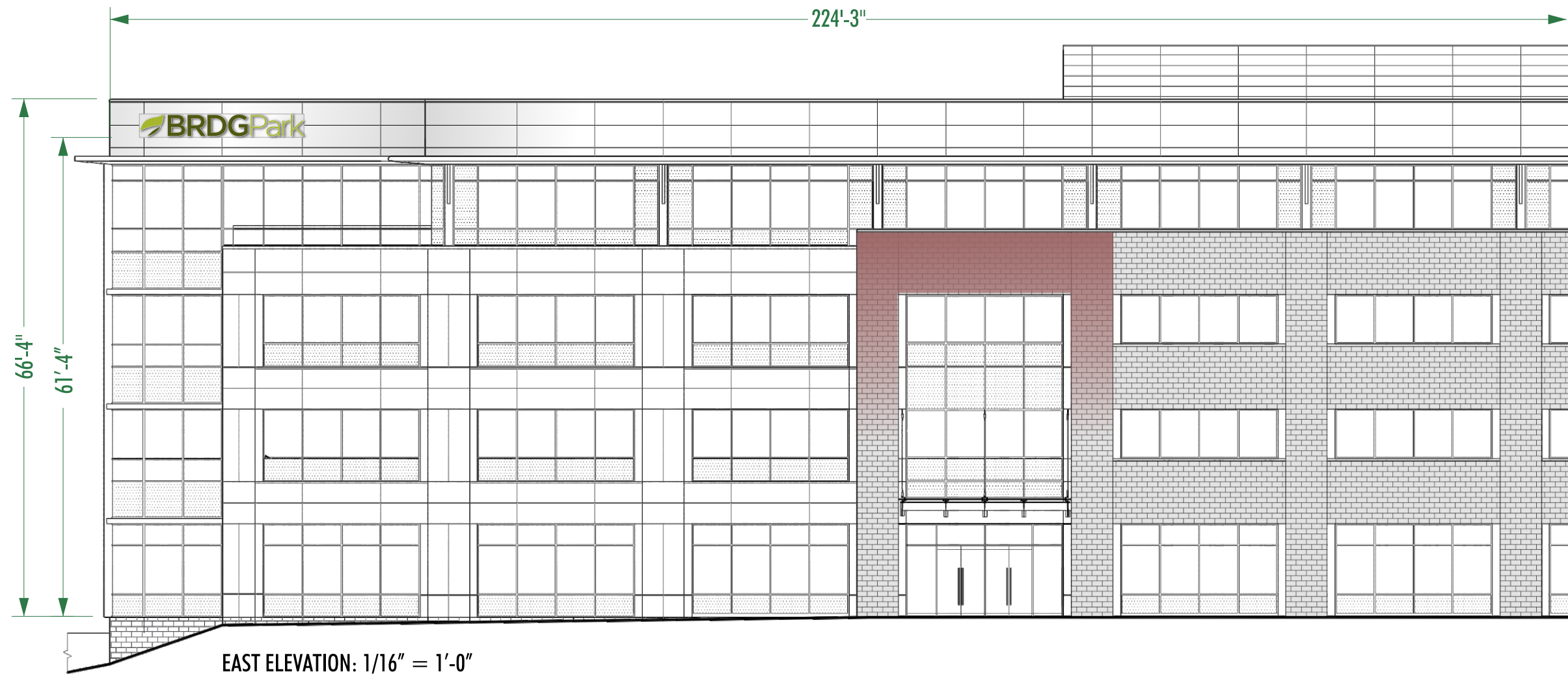
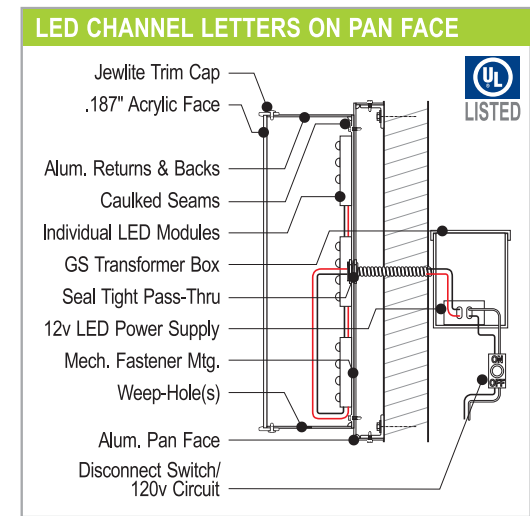
FABRICATE AND INSTALL ONE SET OF INTERNALLY ILLUMINATED LETTERS AND LOGO MODULE. 3.5" DEEP ALUMINUM RETURNS PAINTED WHITE. 3/16" THICK WHITE ACRYLIC FACES WITH WHITE TRIM. FACES DECORATED WITH 3M TRANSLUCENT VINYL FILMS (DARK BLUE LETTER FACES, BRIGHT BLUE, YELLOW & VIVID GREEN LOGO FACE). ILLUMINATION SHALL BE BY WHITE LEDS POWERED BY LOW VOLTAGE POWER SUPPLIES SET REMOTELY BEHIND WALL. ALL UNITS MOUNTED FLUSH TO CONCRETE WALL SURFACE USING NON-CORROSIVE MASONRY ANCHORS AS REQUIRED. A 120V PRIMARY ELECTRICAL CIRCUIT TO SIGN AREA SHALL BE PROVIDED BY OTHERS. WARREN SIGN SHALL MAKE FINAL CONNECTION AT TIME OF INSTALLATION.

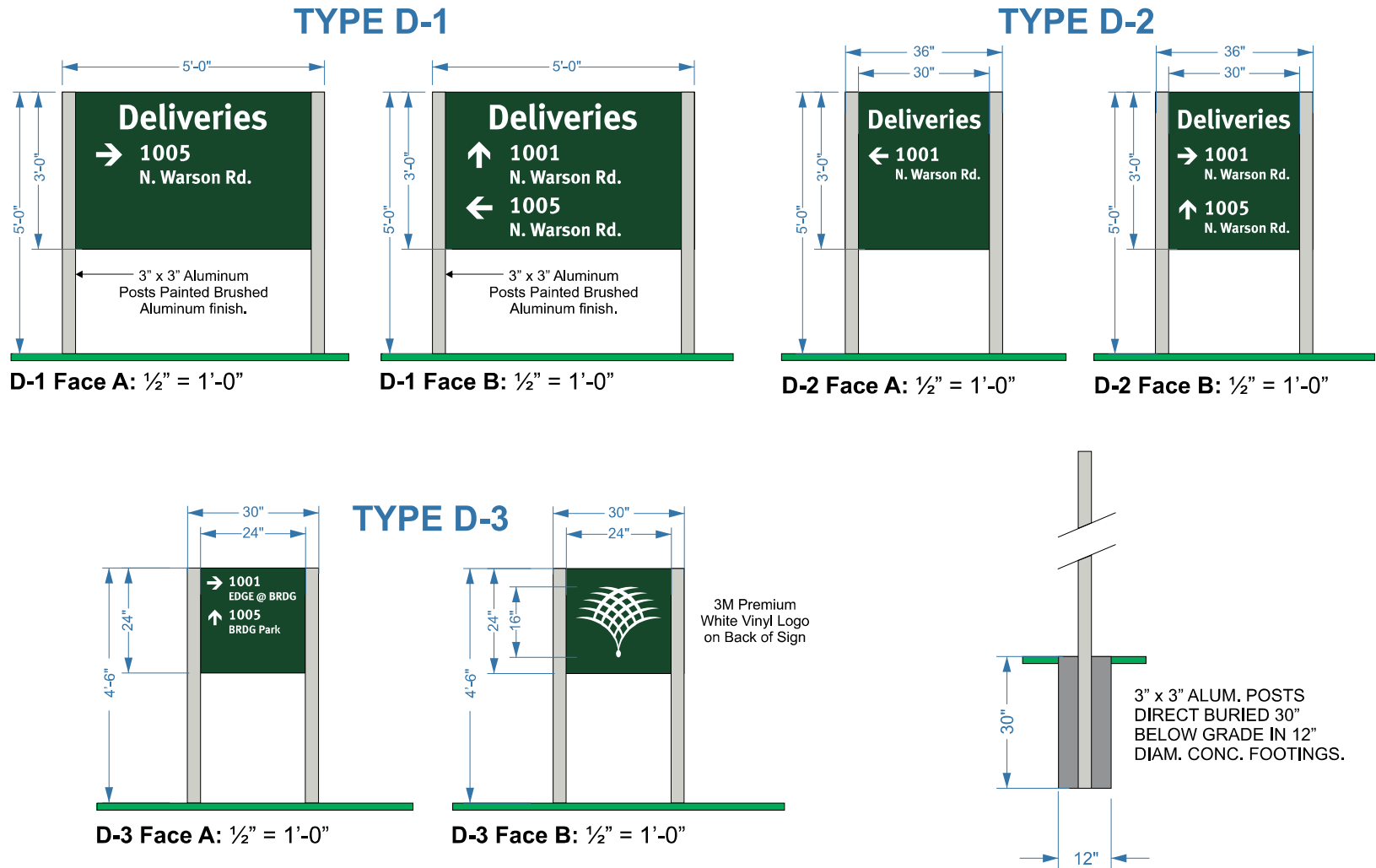




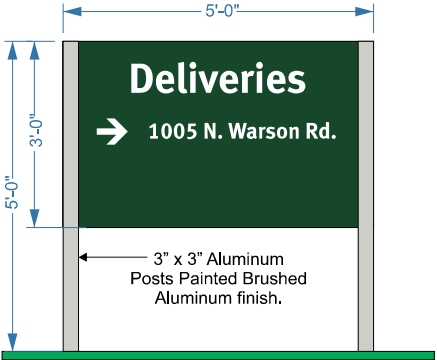
SIGN ELEVATION: 1/4" = 1'-0" (59.43sf Sign Area, 60sf Permitted)

FABRICATE AND INSTALL ONE SET OF INTERNALLY ILLUMINATED LOGO AND LETTERS. 3.5" DEEP ALUMINUM RETURNS PAINTED BRUSHED ALUMINUM. 3/16" THICK WHITE ACRYLIC FACES WITH SATIN SILVER TRIMCAP. FACES SHALL HAVE 3M DUAL COLOR BLACK/WHITE-DAY/NIGHT PERFORATED VINYL FILM OVERLAY CUSTOM SPRAYED IN CORPORATE COLORS (ALL WHITE NIGHT TIME ILLUMINATION). ALL UNITS MOUNTED FLUSH TO AN ALUMINUM BACK WIRING PANEL PAINTED TO MATCH WALL COLOR (FIELD MATCH). ILLUMINATION SHALL BE BY WHITE LEDS POWERED BY LOW VOLTAGE POWER SUPPLIES SET IN WEATHERPROOF BOXES BEHIND WALL. PRIMARY ELECTRICAL SERVICE SHALL BE BROUGHT TO SIGN AREA BY OTHERS. WARREN SIGN SHALL MAKE FINAL CONNECTION AT TIME OF INSTALLATION.

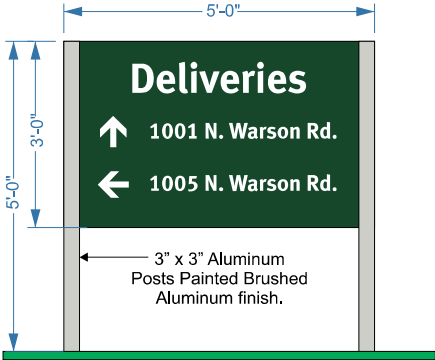




D-1.1



D-1.1 North Face: 1/2" = 1'-0"



D-1.1 South Face: 1/2" = 1'-0"

FABRICATE AND INSTALL ONE EACH (3 TOTAL) DIRECTIONAL SIGNS. 1/8" THICK ALUMINUM PANELS PAINTED PMS 350C GREEN AND DECORATED WITH 3M PREMIUM VINYL GRAPHICS (WHITE). SIGNS SUPPORTED BY 3" X 3" ALUMINUM POSTS PAINTED BRUSHED ALUMINUM FINISH AND DIRECT BURIED IN CONCRETE FOOTINGS AS REQUIRED. COORDINATE PLACEMENT WITH SITE PLAN.

D-1.2

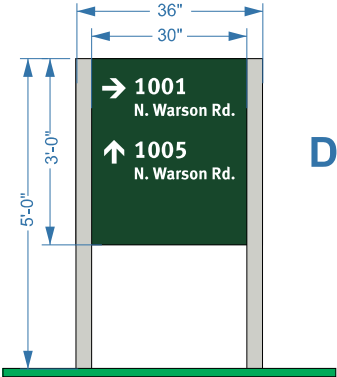


D-1.2 South Face: 1/2" = 1'-0"



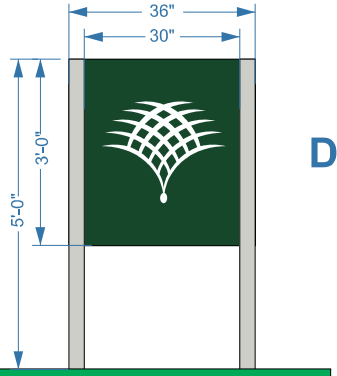
D-1.2 North Face: 1/2" = 1'-0"

D-2.1



D-2.1 East Face: 1/2" = 1'-0"

D-2.1



D-2.1 West Face: 1/2" = 1'-0"

**Donald Danforth Plant Science Center
Amended Signage Master Plan**

March 20, 2020

This amended Master Signage Plan is requested based on the following:

[E] Existing signage may remain as is, at the location shown on the attached Plan Key.

Proposed signage is based on the following designations, with signage as follows:

[A1] - Monument Sign, new to be located where shown in the Plan Key at the BRDG Park Warson Road entrance.

[B1] - Ground Level Building Identification Sign to be allowed as 1 sign per each building at a location to be determined and approved by Creve Coeur staff, not to exceed 15 SF. Specific approval is requested for EDGE@BRDG per design included and where located on the Plan Key.

[C1] - Wall Signs, one for each building. Not to exceed 50 or 60 SF as determined by Creve Coeur signage code. Specific approval requested for EDGE@BRDG and BRDG Park as shown on the attached building elevations at the locations indicated on the Plan Key. Future wall signs subject to City staff and normal Creve Coeur sign approval process.

[D] - Directional Signs

Large, medium, and small directional signage, identified as [D1], [D2], and [D3] based on the design shown on the attached at the locations shown on the Plan Key. Future directional signs to use an identical sign design with location approval by City staff as needed in the future.